

Ghada S. AlGhamdi

Communications | MarCom Operations | Performance Management

As an experienced communications manager, I have a track record of designing and developing communication departments that align with an organization's needs, strategy, and objectives. I have a strong understanding of the role that effective communication plays in achieving business goals and have developed and executed communication strategies that drive engagement, build relationships, and enhance brand reputation. With my expertise in team management, budgeting, and project management, I am adept at building and leading high-performing teams that deliver results and support the overall mission of the organization.

SELECTED EXPERIENCE

Communications Manager – Gold Business Unit

Maaden

Aug 2022 - Present

Riyadh, Saudi Arabia

Selected Responsibilities include the below but are not limited to:

- Visiting all Gold sites to analyze and identify the gaps, requirements and as-is situation of communications in the company.
- Developing a comprehensive communication strategy that aligns with the company's overall goals and objectives.
- Establishing and maintaining relationships with key stakeholders, including employees, and shareholders.
- Developing and distributing internal communications materials, such as newsletters, events, official visits and social media content.
- Planning events and initiatives that support the company's communication goals, such as town hall meetings, CSR, and media events.
- Providing guidance and support to company executives and other managers in communicating with their respective teams and stakeholders.
- Collaborating with cross-functional teams, such as HR and marketing, to ensure consistency and alignment in messaging and branding.
- Managing the communication department's budget and resources and ensuring that all activities are conducted in a cost-effective and efficient manner.
- Staying up to date with industry trends and best practices in communication and continuously seeking opportunities to improve the company's communication efforts.

Marketing Manager

Cyberani Solutions (An Aramco & Raytheon JV)

Aug 2021 - Jul 2022

Riyadh, Saudi Arabia

Selected Responsibilities include the below but are not limited to:

- Developing and implementing a comprehensive marketing strategy that aligns with the company's overall sales and growth objectives.
- Conducting market research to identify customer needs, preferences, and trends. This includes creating marketing collateral, developing messaging and positioning, and tracking and analysing the effectiveness of campaigns.
- Developing and executing targeted marketing campaigns across a range of channels, including digital, social media, print, and events.
- Managing the company's website and online presence, including content development, and social media marketing.
- Developing and maintaining relationships with stakeholders to enhance the company's brand and reputation.
- Developing and managing the company's marketing budget and tracking and reporting on the effectiveness of marketing campaigns and initiatives.



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EDUCATION

2016

Master's degree: Forensic Linguistics

Imam Mohammed bin Saud Islamic University

2012

Bachelor's degree: Translation

King Saud University

KEY SKILLS

- Strategic Planning
- Communication Skills
- Leadership
- Creativity
- Performance Monitoring
- Analytical Skills
- KPI design and monitoring

ADDITIONAL SKILLS

- Bilingual (Arabic and English)
- Project Management
- Collaboration
- Team Building
- Writing/Editing Skills
- Attention to Detail

- Collaborating with cross-functional teams, such as product development and sales, to ensure alignment and consistency in messaging and branding.
- Developing and executing thought leadership and content marketing initiatives, such as whitepapers, to establish the company as a leader in the cybersecurity industry.
- Managing the company's participation in industry events and conferences and developing and executing event-specific marketing campaigns.

Business Enablement Office Manager – MARCOM Sector

Digital Government Authority - (Previously known as Yesser)

May 2018 - Jul 2021

Riyadh, Saudi Arabia

Selected Responsibilities include the below but are not limited to:

- Developing and implementing a comprehensive communication strategy that aligns with the organization's overall objectives.
- Developing the tracking forms of all KPIs in Operation, tracking KPIs and monitoring performance, weekly/monthly/quarterly/annually.
- Planning and executing events, such as annual gatherings, conferences, town hall meetings, and other engagements.
- Planning and executing internal communication, including developing and delivering internal messaging and communication initiatives to engage and inform employees.
- Managing communication teams and budgets to deliver effective communication initiatives.
- Managing Projects assigned to the sector by NTP and aligning with PMs from the PMO, following up on them, reporting and managing deliverables.
- Developing and maintaining relationships with key stakeholders, including the Governor's Office, other sectors VPs, and the public.
- Collaborating with cross-functional teams, such as legal and policy teams, to ensure alignment and consistency in messaging and branding, and to support the entity's overall goals and objectives.
- Was part of the task force designated to activate Working Remotely for all government authorities, and bodies during COVID-19 pandemic.
- Was part of the task force designated to return Saudis abroad during lockdown due to COVID-19 pandemic.

Senior Corporate Communications Specialist

Tatweer Education Holding Co. (A PIF Company)

Dec 2014 - Apr 2018

Riyadh, Saudi Arabia

Started my career at THC as a senior specialist with admin responsibilities that included translation, graphic design and project management, gradually tackled more responsibilities under the CEO that included:

- Worked for the CEO on the development of presentations for the chairman, BoD, Excellency and HRH the Crown prince about the company performance and objectives.
- Working in several departments (Projects Sector, Human Resources, Legal and later developed with the team the corporate communications department.)
- Built and designed the corporate communications for the company.
- Built and established the Executive PMO for the CEO office and ran it. The Executive PMO at the time was responsible for generating weekly meetings for the holding company and all its subsidiaries in coordination with the CPO, COO, CFO and PMO.)
- Coordinated among several departments in project execution, budgeting and day-to-day activities on behalf of the CEO.
- Coordination with stakeholders from the ministry, PIF, subsidiaries, and the private sector.

Translator and Interpreter

King Abdullah Institute for Translation and Arabization

2014 - 2014

Riyadh, Saudi Arabia

Selected Responsibilities include the below but are not limited to:

- Coordination of translation tasks received from management.
- Translation of daily articles and news.
- Translation of curriculum (college level) in specialized fields.
- Providing live simultaneous interpretation of conferences and events.
- Proofreading and checking peer translations.
- Creating a glossary of terminology and unifying tone of voice.

Teacher Assistant – Assistant to the Vice Dean

Imam Mohammed Ibn Saud Islamic University

2013 - 2013

Riyadh, Saudi Arabia

Selected Responsibilities include the below but are not limited to:

- Was a teacher assistant to a professor and carried out the responsibilities of coordination for the materials, attendance in class.
- Coordinating events and programs for the dean's office, such as conferences, seminars, and workshops.

Teacher

Princess Noura University

2011- 2011

Riyadh, Saudi Arabia

Selected Responsibilities include the below but are not limited to:

- Planning and delivering lessons that are appropriate for the level and needs of students. It involved developing lesson plans, creating materials, and selecting appropriate teaching techniques and methods.
- Assessing students' progress and providing feedback on their language skills. This may involve administering tests, grading assignments, and providing individualized feedback on areas for improvement.
- Creating a supportive and inclusive learning environment that encourages students to participate and engage with the material. This involved setting classroom expectations, building rapport with students, and promoting cultural understanding and sensitivity.
- Collaborating with other teachers and staff members to ensure that their students receive the support they need to succeed.

Translator - Interpreter

The Federation of Saudi Chambers

Jan 2010 - Jun 2011

Riyadh, Saudi Arabia

Selected Responsibilities and Achievements:

- Translating a variety of official documents, such as legal or financial reports, contracts, agreements, and correspondence.
- Proofreading and editing translated documents to ensure accuracy, clarity, and consistency.
- Interpreting conversations or meetings between officials or stakeholders who speak different languages.
- Providing language support to employees who do not speak the language used in the organization. This may include providing

language training, creating language resources, and answering language-related questions.

- Maintaining records of translated documents, interpreting assignments, and language support activities.
- Collaborating with colleagues, such as project managers or subject matter experts, to ensure that translated documents are accurate and meet the needs of the organization.
- Staying up-to-date with language and industry trends to ensure that their translations are accurate and relevant.

Translator – Graphic Designer

King Saud University

2008 - 2011

Riyadh, Saudi Arabia

Selected Responsibilities and Achievements:

- Translating academic and admin documents such as research papers, dissertations, and academic reports.
- Proofreading and editing translated documents to ensure accuracy, clarity, and consistency.
- Maintaining records of translated documents and interpreting assignments.
- Collaborating with colleagues, such as professors and administrators, to ensure that translated documents are accurate and meet the needs of the university.
- Designing digital content such as social media graphics, websites (Arabic, English, and French), graphics, icons, interface and templates.

Training

- Corporate Communications Audit and Measurement – Meirc (Pending)
- Six Sigma Black Belt
- Building High Performing Teams
- Strategic Planning
- Project Manager Tasks According to the new Govt. Purchasing Law
- Business Process Management
- HR Business Professional
- Human Resource Specialist
- Modern Trends in Human Resources
- HR Recruitment and Selection
- The Updated Saudi Labor Law
- Performance and Training Evaluation
- Project Management Fundamentals (by LEORON)
- Project Management Fundamentals (By KPMG)
- Cinematography Skills